

SONY



THE DISC IS ONLY THE BEGINNING



By creating the Compact Disc standard—as well as virtually every innovation in home, car and portable player design—the history of CD has been virtually written by one company: Sony.

## THE HISTORY OF CD IS THE FUTURE OF DVD

From the beginning, our Compact Disc strategy was based upon a fully integrated approach to CD technology. Now Sony is poised to lead the most significant advancement of all—the extension of CD into the new DVD format.

Identical to CD in shape and size, but with a much greater storage capacity—DVD has been specifically designed to serve as the foundation for an entirely new generation of products.

And as you would expect, Sony is committed to delivering nothing less than the ultimate DVD experience.

## A New Type of Digital Media

As the original CD created a revolution in audio, DVD is destined to set new standards for both home video and multimedia.

- ▶ Nearly 133 minutes of full-motion video on a single-sided disc
- ▶ Picture quality that approaches the “D-1” (CCIR-601) studio production standard
- ▶ Over 500 lines of horizontal picture resolution
- ▶ Choice of PCM stereo sound or Dolby Digital (AC-3) multi-channel surround sound
- ▶ Supports letterbox, pan and scan or 16 x 9 formats
- ▶ Features up to 8 language soundtracks and 32 subtitles

DVD will also support other new creative applications in the future:

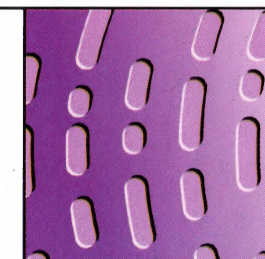
- ▶ The ability to view scenes shot at multiple camera angles
- ▶ Dual layer, single-sided discs that provide more than 12 times the capacity of current CDs
- ▶ Recordable, rewriteable and high definition media

## Looks Can Be Deceiving

Nearly every aspect of CD has been redefined or reinvented to achieve DVD's remarkable increase in data capacity and density. These include smaller pit dimensions, a more closely-spaced track (finer “track pitch”) and a shorter wavelength laser.

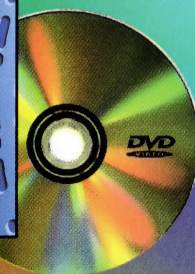
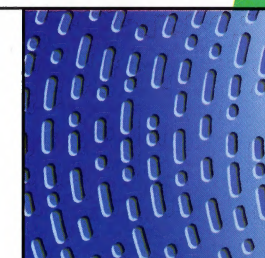
## What's Familiar:

- ▶ Like CD, DVD is 120 mm (4.72 inches) in diameter and 1.2 mm thick
- ▶ Like CD, DVD offers instant random access that no tape format can match
- ▶ Like CD, DVD is highly durable and tolerant of dirt, dust and fingerprints



## What's New:

- ▶ DVD can hold 4.7 gigabytes of data per layer (compared to 680 megabytes of data on a CD)
- ▶ For even greater storage capacity, DVD offers dual-layer and double-sided disc options
- ▶ Each DVD disc is composed of two 0.6 mm substrates that have been bonded together to improve rigidity



Clearly, DVD poses new challenges for optical disc technology. Yet one player has been specifically designed to deliver the maximum performance possible from both DVD and CD.



# INTRODUCING THE SONY DVP-S7000 REFERENCE STANDARD CD/DVD PLAYER

## VIDEO:



**SONY MPEG-2 DECODER LSI** assures accurate MPEG-2 decompression.

**10-BIT VIDEO DIGITAL-TO-ANALOG CONVERTER** minimizes digital artifacts for video that's closer to the original master.

**SMOOTH SCAN™ PICTURE SEARCH** with 32-bit RISC microprocessor, for superior picture quality in High Speed, Slow Motion and Frame-by-Frame mode.



**DIGITAL VIDEO EQUALIZATION** with custom memory settings.

**DIGITAL VIDEO NOISE REDUCTION**

**COMPONENT VIDEO OUTPUT** insures the highest image quality with compatible video monitors and projectors.

THE SONY DVP-S7000 INCORPORATES EXCLUSIVE TECHNOLOGY AND FEATURES THAT PROVIDE DEFINITIVE DVD AND CD PERFORMANCE. BUT WHAT ELSE WOULD YOU EXPECT FROM THE COMPANY THAT DEMONSTRATED THE FIRST PROTOTYPE DVD PLAYER.

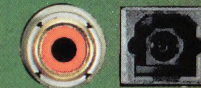
## AUDIO:

**CURRENT PULSE D/A CONVERSION** low distortion current-source converter, for greater precision and immunity from voltage fluctuations.

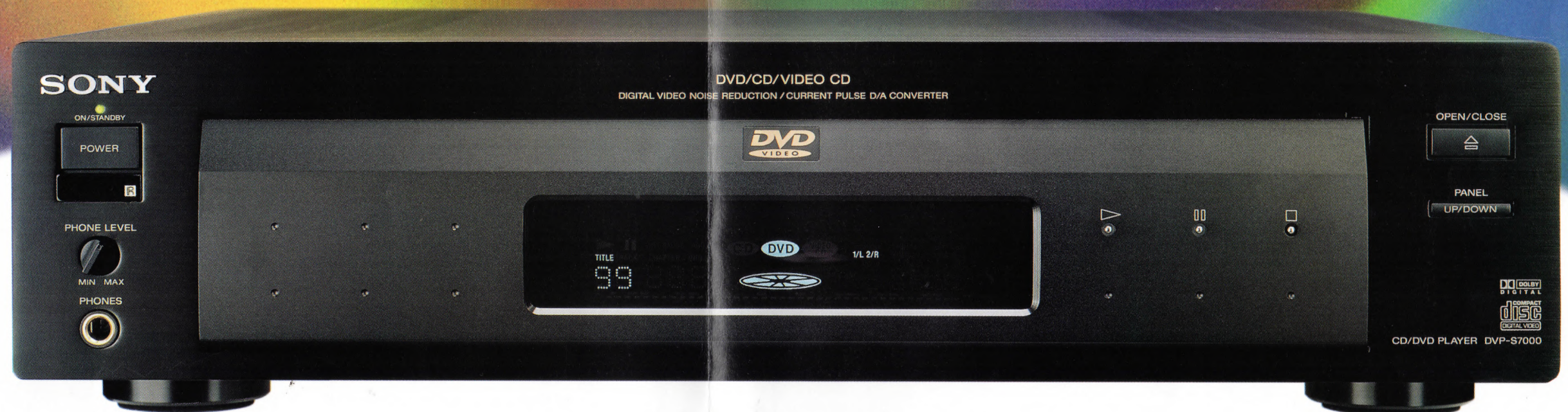
**FULL FEED FORWARD DIGITAL FILTER** reduces requantization noise by using 3-stage 8x oversampling, 45-bit internal processing and 20-bit outputs.

**DOLBY® DIGITAL (AC-3) COMPATIBILITY** with Sony's SDP-EP9ES 24-Bit decoder (optional) that features exclusive digital cinema soundfields and bass redirection functions.

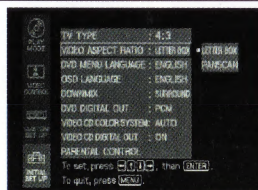
**DYNAMIC RANGE CONTROL** for adjusting audio dynamic range level.



**COAXIAL OR OPTICAL DIGITAL AUDIO OUTPUTS** for use with DSP components and outboard D/A converters.



## CONVENIENCE:



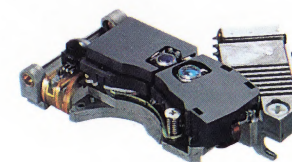
**MULTIPLE PLAYBACK MODES** include Freeze Frame, Frame Advance, Slow Motion (at 1/10 and 1/5 speeds) and Smooth Scan (at 2X, 10X and 30X speeds), in either direction.

**ON-SCREEN DISPLAY MENUS** simplify player operation.

**A/V CALENDAR DISPLAY** confirms DVD chapter and CD track selections.

**BIT-RATE METER** monitors average video bit-rate level.

## CONSTRUCTION:



**DUAL DISCRETE™ OPTICAL PICKUP** with separate laser diodes assures compatibility with DVD, CD, Video CD and CD-R. Also eliminates lens switching and reduces laser wear.

**ALUMINUM FRONT PANEL/ANTI-RESONANCE TOP PLATE** resist air-borne vibration.

**BULK MOLDING COMPOUND CHASSIS** suppresses mechanical vibration.

**LOW-RESONANCE HONEYCOMB CONSTRUCTION WITH OFF-CENTER ISOLATING FEET**



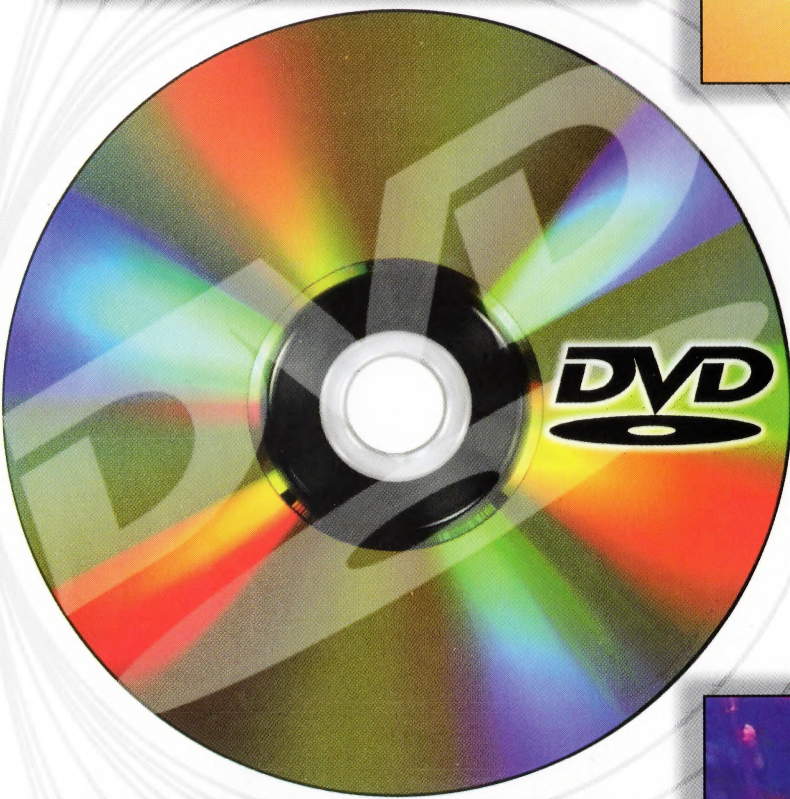
IN THE LINE OF FIRE



FLY AWAY HOME



## A TOTAL SYSTEM APPROACH



SESAME STREET'S 25TH BIRTHDAY



TONY BENNETT UNPLUGGED

At Sony, our approach to DVD extends beyond hardware, to include practically every division of our corporation.

During the coming year, Columbia TriStar Home Video will offer an extensive range of its best titles on DVD. These releases will include blockbusters such as "Jumanji," "In the Line of Fire" and "Legends of the Fall;" classics such as "Close Encounters of the Third Kind- The Special Edition" and "Taxi Driver;" as well as recent hits such as "Fly Away Home" and "Matilda."

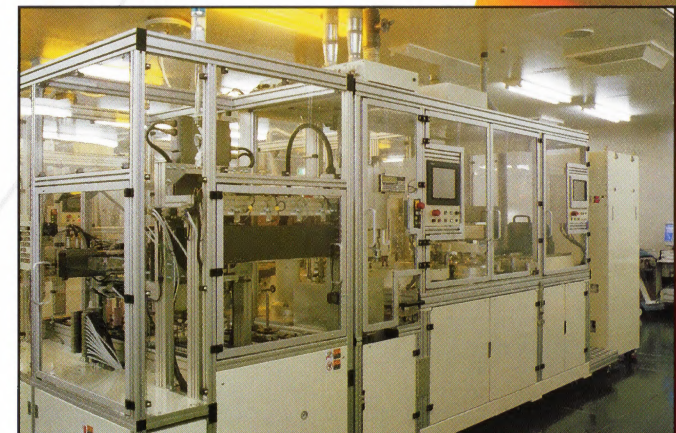
Additionally, Columbia Home Video will release the full-length DVD version of the MTV performance "Tony Bennett Unplugged: The Video." And Sony Music Video will introduce titles like "Street Fighter II-The Animated Movie," "Odyssey Into the Mind's Eye" and "Beavis and Butt-Head's The Final Judgment." And Sony Wonder is offering "Sesame Street's 25th Birthday: A Musical Celebration!"

But that's not all. Sony has also established DVD authoring centers in Japan, as well as at Sony Picture's Culver City Studios.

The new Sony Pictures DVD Authoring Center is fully engineered to maximize production efficiency. It features individual stations for MPEG video compression—multiplexing—subtitling—and Dolby Digital encoding— as well as for quality control assurance and telecine film transfer.

And when it comes to mastering and replication, Sony Disc Manufacturing's reputation for quality and service is second to none. Since establishing the world's first CD mass production facility in 1982, the total output from our 11 CD plants worldwide has reached 4 billion discs!

Already, DVD manufacturing is underway in Japan and is scheduled to begin at our DADC facility in Terre Haute, Indiana. Both facilities provide fully integrated DVD production, utilizing the latest Sony Solo-Line Replicator.





# THE SONY DVD COMMITMENT



ALTHOUGH THE DVD STANDARD IS SUPPORTED BY MANY COMPANIES, MUCH OF THE TECHNOLOGY WAS ORIGINALLY DEVELOPED BY SONY, INCLUDING THE FORMAT'S MODULATION, ERROR CORRECTION AND DISC BONDING TECHNIQUES. SONY IS ALSO RECOGNIZED AS ONE OF THE "EXPERTS" INVOLVED IN THE MOTION PICTURE EXPERTS GROUP THAT DEVELOPED DVD'S MPEG COMPRESSION.

IN DVD AS WITH CD, SONY'S COMMITMENT IS COMPLETE. IT UNDERSCORES WHY THE DVP-S7000 IS DESTINED TO BECOME THE BENCHMARK IN TOTAL CD/DVD PERFORMANCE. AND IT'S YET ANOTHER EXAMPLE OF HOW SONY IS DEFINING THE DIGITAL FUTURE™.

## SONY

digital  
KIDS  
DREAM  
Digital Dream Kids

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